



Georgia Office

Media Release

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Three Partners in Publishing Firm, CCA and B, LLC Are Georgia's 2010 Small Business Persons of the Year *--Company has Christmas hit with its "Elf on the Shelf" Product--*

The family team of Carol Aebersold, Chanda Bell and Christa Pitts, partners in the publishing firm, CCA and B, LLC, have been selected Georgia's 2010 Small Business Persons of the Year by the U.S. Small Business Administration.

The three entrepreneurs will receive their SBA awards from Terri Denison, SBA Georgia District Director, on May 5 at an Atlanta luncheon hosted by the Georgia Lenders Quality Circle, a group of active SBA lenders. The founders of CCA and B, an acronym for Creatively Classic Activities and Books, were nominated for their award by Drew Tonsmeire, Acting Director of the Georgia Small Business Development Center at Kennesaw State University.

CCA and B began in 2004 when Ms. Aebersold and her daughter Chanda decided to write a book about "the elf." This character formed the heart of a family tradition that began in the 1970's when Aebersold would explain to her daughters that Santa really knew who was naughty and who was nice. As her story went, the elf would work as Santa's scout during the holiday season, providing Saint Nick with nightly updates on the activities of the Aebersold clan. This little family tale would become the seed from which *The Elf on the Shelf: A Christmas Tradition*® would grow into a children's book and related products now widely popular here and abroad.

The Elf on the Shelf® product line is now featured in thousands of retail stores across the U.S. and Canada. The original author duo continues to be the creative team for new products. In 2008, the company's award-winning website was expanded to include a virtual North Pole with eye-catching animation, new games and crafts. Other new products include *Plushee Pals*, a soft toy version of Santa's Scout elves. The elf skirt, part of a new *Claus Couture Collection*, was introduced in the fall of 2009.

Leading the company's sophisticated marketing program is Chief Operating Officer Pitts who spent five years with QVC, one of the world's largest TV networks. A former TV news reporter in Florida, she honed her skills at QVC, gaining valuable experience as an on-air program host for the network seen in over 80 million homes throughout the country.

In addition, the family publishing firm, now with over a dozen employees, continues to build on its success by seeking out other imaginative talents. In 2009, the company signed a new author/illustrator, Sandy Harsanyl Murphy, and her debut project is set to launch later this year.

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From humble beginnings in the Aebersold home living room, CCA and B operates from a now crowded 31,000 square foot warehouse and office in Cobb County. The company moved to its current location in 2008. However, with sales expected to double again this year, the suitability of the so called “new” space could be very short lived.

The need for additional space is supported by growth of sales distribution. In its first year, approximately 18 stores carried company products. Another 130 outlets were added the following year. The number of wholesale customers has spiked dramatically over the past two years and in 2009, the number of wholesale clients reached a whopping 8,000. Supporting this expansion has been the Georgia Small Business Development Center (SBDC) system including its International Trade staff who advised CCA and B on a number of its export markets.

As a company built on the enjoyment of children, CCA&B has provided over 600 community service hours per year and nearly \$100,000 in product donations to organizations such as the Cobb Schools Foundation, Children’s Cancer Research, Toys for Tots, and the Leukemia Society.

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